



***InComm Europe Named Best Prepaid Product Distributor
Vanilla MasterCard® Prepaid Gift Card, developed in conjunction with PrePay
Solutions, also named the Best Prepaid Gift Programme at the 2010 Prepaid Awards***

ATLANTA, October 20, 2010 — InComm, the leader in sales and marketing of prepaid products and innovator of transaction processing, won two coveted awards at the second annual Prepaid Awards in London: Best Prepaid Product Distributor; and Best Prepaid Gift Programme, for partnering with PrePay Solutions to develop the Vanilla MasterCard® Prepaid Gift Card.

The Prepaid Awards was created to celebrate innovation and best practice within the prepaid industry, and InComm's win in both categories cements it as the leading provider and distributor of gift cards in the UK and Europe. Winners were determined by a judging panel of independent experts with experience and insight into different aspects of the industry.

"I am delighted that our partners and peers in the prepaid industry have selected InComm Europe as the Best Prepaid Product Distributor," said Phil Evason, Managing Director of InComm Europe Ltd. "We are proud that our commitment continues to bring such great success to our merchant and product partners."

Since launching the first UK Gift Card Mall in October 2006, InComm Europe Ltd. has expanded its product offerings to thousands of retail locations in eight European countries. InComm now offers Europe's largest distribution footprint and most extensive product portfolio.

"Innovation has always been a cornerstone of our success", said Frank Monaco, Vice President, and Managing Director International at InComm. "The innovative packaging and positioning of the Vanilla MasterCard® Prepaid Gift Card we developed with PrePay Solutions is just another manifestation of how we help shape consumer expectations and the industry."

InComm Europe and PrePay Solutions launched the Vanilla MasterCard® Prepaid Gift Card in October 2009. Both companies jointly identified an opportunity to fill a void in the UK marketplace and offer an attractive and appealing Open Loop prepaid card that can serve as a gifting product, as opposed to self-use. Within 16 weeks from concept inception, the cards launched in Sainsbury's stores across the UK. The programme was the biggest MasterCard® launch in the UK, and includes a range of cards covering all occasions.

About InComm Europe

InComm Europe is the industry-leading marketer, distributor and technology innovator of stored-value gift and prepaid products throughout the UK and Europe. Developer of the UK's first Gift Card Mall in 2006, InComm Europe now offers Europe's largest premium retail footprint, operating in over 10,000 locations across eight European countries. At over 70 prepaid brands, InComm Europe offers by far the most extensive product portfolio in Europe, featuring gift cards, mobile wireless, music download, online gaming and more. To learn more about InComm Europe, visit www.incomm-europe.com

About InComm:

InComm is the industry leading marketer, distributor and technology innovator of stored-value gift and prepaid products using its state-of-the-art point-of-sale transaction technology and payment solutions to revolutionize retail product sales and customer experiences. With nearly \$10 billion in retail sales transactions processed in 2009, InComm is the nation's largest provider of gift cards, prepaid wireless products, reloadable debit cards, digital music downloads, content, games, software and bill payment solutions. InComm partners with consumer brand leaders around the world to provide more than 220,000 retail locations the products and services their customers demand. Since 1992, InComm's patented technologies have made the buying process easier for consumers while streamlining the selling process for product and retail partners. InComm is headquartered in Atlanta, GA with offices in Canada, Japan, Mexico, Puerto Rico, the United Kingdom, Arkansas, California, Colorado, Florida, Georgia, Minnesota, Oregon, and Texas. To learn more about InComm, visit www.incomm.com or call 1.800.352.3084.

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